

**國立中正大學企業管理碩士班課程**  
**MBA/Msc in Marketing Program**  
**Department of Business Administration**  
**NATIONAL CHUNG CHENG UNIVERSITY**  
**Fall Term 2025-2026**

Version 1 (202506)

開課系所 Department	企業管理學系 Department of Business Administration
課程名稱 Course Name	消費者行為 Consumer Behavior
課程代碼 Course Code	5205069 5455002
授課教師 Instructor	授課教師 Instructor: 游蓓怡 Dr. Annie P. Yu 電子信箱 Email: annieyu@ccu.edu.tw 連絡電話 Phone: (05)272-0411 ext. 34323 教師辦公室 Office: 管理學院 440 Management Hall Room 440
Location/Time	管理學院 441 教室 College of Management Room 441 每週四 3 4 5 9:10~12:00 Every Thursday
Prerequisites	行銷管理 Marketing Management
課程概述 Course Description	<p>本課程主要向同學介紹消費者行為相關理論及實務，讓同學能了解行銷人員除了行為資料外，可由哪些面向深度挖掘消費者需求。課程涵蓋議題包括：</p> <ul style="list-style-type: none"> <li>• 當代消費者行為的範疇、消費者福祉與行銷之間的關係</li> <li>• 認知、記憶、學習，動機、情感，態度，溝通等消費心理理論</li> <li>• 影響消費者行為因素：自我、人格特質、生活型態以及文化、所得、社會階層及其他群體及社群媒體。</li> <li>• 了解消費者決策過程</li> </ul> <p>本課程除教師授課外，還包括小組報告和個案討論研究，以提高同學分析及溝通能力。</p> <p>The purpose of the course is to provide an understanding of theories and practices about consumer behaviour so that students can understand what marketers in an organization can do to deeply explore consumer needs except using behavioural data. The course is structured around the key important consumer decision process, namely how they perceive, search, purchase and dispose of the products and services. Several issues will be addressed via a number of lectures:</p> <ul style="list-style-type: none"> <li>• The scope of contemporary consumer behaviour, the association between consumer welfare and marketing</li> </ul>

	<ul style="list-style-type: none"> <li>• Perception, memory, learning, motivation, affect, attitude, communication and other consumer psychology theories</li> <li>• Factors influencing consumer behaviour such as self, personality, lifestyle and culture, income, social class, group influence and social media.</li> <li>• Consumer decision-making process</li> </ul> <p>Besides lectures, this course also includes group projects and case studies to improve students' analysis and communication skills.</p>
課程目標及核心能力 Course Objective	<ol style="list-style-type: none"> <li>1. 增進學生對於消費者行為議題的洞察</li> <li>2. 透過個案討論來培養學生問題分析及決策能力</li> <li>3. 增進學生與他人團隊合作的能力</li> </ol> <ol style="list-style-type: none"> <li>1. To provide insights into the latest understanding of consumer behaviour issues.</li> <li>2. To develop student's ability to evaluate and analyze problems and provide suggestions for action through readings and cases taught in the class.</li> <li>3. To strengthen student's ability to teamwork with others.</li> </ol>
教學方法 Teaching Method	<p> <input checked="" type="checkbox"/> 講述         <input checked="" type="checkbox"/> 小組討論         <input type="checkbox"/> 演式法         <input checked="" type="checkbox"/> 問題導向學習       </p> <p> <input type="checkbox"/> 個案研究         <input type="checkbox"/> 網路教學         <input type="checkbox"/> 實驗法         <input type="checkbox"/> 其它       </p>
課程教材 Course Materials	<p>Solomon (2020), Consumer Behavior: Buying, Having and Being, 13th ed.</p> <p>請遵守智慧財產權觀念。不得非法影印教科書。</p> <p>Please respect the intellectual property rights. Do not photocopy the textbook illegally.</p>
課程網站 Course Web	Google Classroom code: 5imnurm
參考資料 Reference	<p>Case Studies</p> <ol style="list-style-type: none"> <li>1. Hey Alexa-What is Consumer Behavior</li> <li>2. One For One: The Art of Giving at TOMS</li> <li>3. A Lush Treat for the Senses</li> <li>4. Three Mobile Reimagines History to Assert that Phones are good</li> <li>5. Motivating the KonMari Way</li> <li>6. L'oreal Age Perfect-Because They're Worth it</li> <li>7. The Pure and Easy Food Lifestyle</li> <li>8. Anti-Smoking Advertising-Can you be scared into quitting?</li> <li>9. Recycling Plastic Bottles, Saving the Planet</li> <li>10. Success at the bottom of the Pyramid? Unilever &amp; P&amp;G Show it's Possible</li> <li>11. "Have a break, have a KitKat": Stop, Sit, and Break the Chocolate Wafer</li> </ol>

	12. Modern Family : How Brand Embrace Changing Household Structure			
成績評量方式 Evaluation	■ 作業 Assignment	10%	□ 個案報告 Presentation	
	□ 小考 Quiz		□ 學期報告 Term Paper	
	■ 期中考 Midterm Exam	20%	■ 團體報告 Project	20%
	■ 期末考 Final Exam	30%	■ 課堂參與 Participation	10%
	■ 個案討論 Case Discussion	10%	□ 其他 Others	
與 SDGs 目標 的關聯 Related to objectives of SDGs	<div style="display: flex; flex-wrap: wrap;"> <div style="width: 50%;"> <input type="checkbox"/> SDG 1 終結貧窮  <input type="checkbox"/> SDG 3 健康與福祉  <input checked="" type="checkbox"/> SDG 5 性別平權  <input type="checkbox"/> SDG 7 可負擔的潔淨能源  <input type="checkbox"/> SDG 9 工業化、創新及基礎建設  <input type="checkbox"/> SDG 11 永續城鄉  <input type="checkbox"/> SDG 13 氣候行動  <input type="checkbox"/> SDG 15 保育陸域生態  <input type="checkbox"/> SDG 17 多元夥伴關係 </div> <div style="width: 50%;"> <input type="checkbox"/> SDG 2 消除飢餓  <input type="checkbox"/> SDG 4 優質教育  <input type="checkbox"/> SDG 6 淨水及衛生  <input type="checkbox"/> SDG 8 合適的工作及經濟成長  <input checked="" type="checkbox"/> SDG 10 減少不平等  <input checked="" type="checkbox"/> SDG 12 責任消費及生產  <input type="checkbox"/> SDG 14 保育海洋生態  <input type="checkbox"/> SDG 16 和平、正義及健全制度 </div> </div>			
課程規定 Important Notes and Policies	<p>1. 第一次上課即是正式上課，課堂會分組，欲加簽課程的同學也請在第一次上課出席，若無出席而沒分到組，第二次上課後，老師會請沒被分到組的同學退選課程，請特別注意！</p> <p>2. 鼓勵同學全勤。</p> <p>3. 若因個人因素無法出席，請依學校規定請假並交給老師假單。</p> <p>4. 同學應在所公佈的截止日期前提交所有課程作業。除了因不可抗力之因素而遲交可延期繳交外，遲交者該項成績將扣分20%。</p> <p>5. 其他請參閱課程規定（上課後會上傳至教學平台）。</p> <p>1. The first lecture is the official class, which requires the attendance of all enrolled students. During this session, we will organize students into groups. It is essential for students intending to register for the course to be present during this initial class. Those who are absent from the first class will not be allocated to a group. Following the second class, students who did not attend the first class will be asked to withdraw from the course. This is an important reminder to all.</p> <p>2. Students are expected to attend classes regularly. Students are required to group composing 3-5 people each.</p> <p>3. Students are required to sign in attendance sheet for each class. Generally, students are encouraged to attend the courses during the semester. However, in order to respond to the impact of the coronavirus outbreak, students are encouraged to pay attention to their health condition. Please follow the health guidelines offered by the University and the College. If you feel unwell, please stay home and email me your situation.</p>			

	<p>4. Students are required to turn in all coursework by the specified deadline. Should they fail to meet this deadline, a 20% reduction in the essay mark will be administered for late submissions. In situations where students experience unforeseen and highly disruptive events that hinder their ability to attend the course or adhere to a sudden, uncontrollable deadline, they have the option to seek an extension. In such instances, no penalties will be incurred. For other details, please refer to course guidelines.</p>
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## CLASS SYLLABUS

	Date	Content	Reading	Case/Activity/Assignment
1.	9/11	課程概述 消費者行為介紹 Course Orientation An introduction to Consumer Behaviour	Ch1	Activity: Group building
2.	9/18	知覺 Perception	Ch3	
3.	9/25	學習 Learning		
4.	10/2	記憶 Memory	Ch4	
5.	10/9	動機 Motivation	Ch4	
6.	10/16	情感 Affect	Ch5	
7.	10/23	自我 The Self	Ch5	
8.	10/30	人格 Personality	Ch6	
9.	11/6	期中考 MidTerm Exam	Ch6	
10.	11/13	態度 Attitudes	Ch7	
11.	11/20	溝通 Persuasive Communications	Ch8	
12.	11/27	決策過程 Decision Making	Ch9	
13.	12/4	決策過程 Decision Making	Ch9	

<b>14.</b>	12/11	文化 Culture	Ch14	
<b>15.</b>	12/18	期末考		
<b>16.</b>	12/25	Holiday, No class		
<b>17.</b>	12/31	期末口頭報告 Oral Presentation		
<b>18.</b>	1/7	期末書面報告繳交, 不上課 Final Report Submission, No Class		